

Village of Key Biscayne
88 West McIntyre Street
Key Biscayne, FL 33149

Youth Athletics Advisory Board

Meeting Minutes: June 3, 2009

6:30 PM Village Council Chamber
Televised

1. Call to order/Roll call of Board Members
 - a. Ricky Martinez, Glen Waldman, Robert Bailey, Gonzalo Nunez were present and Myra Lindsay arrived after roll call.
2. Agenda Review
 - a. The Board reviewed the Agenda.
3. Review and Adoption or Amendment of Minutes:
 - a. The meeting minutes from 5/20/09 were not adopted.
4. Youth Soccer Information Review:
 - a. Youth Soccer Survey:
 - i. Staff reviewed the survey information provided to the Board.
 - ii. Staff stated that Bellsouth.net and maybe Comcast are blocking the ZAP survey.
 - iii. Staff is looking to address these issues.
 - iv. The soccer survey was by far the most respondents.
 - v. The Board discussed the issues related to the survey.
 - vi. 75% stated that the program was improved or much improved was discussed.
 - vii. GN stated that the cost issue in the survey was very informative.
 - viii. GW discussed how people had skipped some of the questions.
 - ix. RB stated that the survey was improved, but that the data has to be looked into to see how valid the response was.
 - x. GW discussed how 4-5 people volunteered to coach in the survey.
 - b. Youth Soccer "Open House" discussion:
 - i. The Village conducted an open house on Thursday, May 28th at 7:00 PM in the Community Center.

- ii. Staff gave a brief recap of the meeting. There were about 30 people in attendance. Everyone agreed that intramural should be divided into individual teams with uniforms that play games every Saturday. Many people stated the satisfaction with the program while there was one or two that had issues with the program.
 - iii. RM stated how the numbers impacted the season at that it is priority to get greater numbers of kids involved in the program by addressing any issues including cost.
- c. Soccer "Think Tank" Recommendations:
- i. RM gave a brief background about the Think Tank.
 - ii. Jose Lopez (JL2) addressed the Board
 - 1. JL2 read a statement into the record. (The recommendations are provided in the agenda)
 - 2. RM asked if the recommendations were voted on
 - 3. JL2 stated they were issue that came out of the meetings
 - 4. GN stated that they were not voted on by the board or without group approval
 - 5. The Board discussed the origin of the recommendations
 - 6. GW clarified that it these were issues that came up in the process, but there were not unanimous, and are provided to the Board for consideration.
 - 7. Staff stated that these items have all been heard by the Board prior to this document
 - 8. The Board discussed the first recommendation regarding communication with the coach. There was disagreement as to the statements made but all agreed that lines of communication could be improved.
 - 9. JL2 and the Board discussed lower cost for intramurals
 - 10. JL2 discussed national team uniforms for the intramural program
 - 11. JL2 and the Board discussed the recommendation that all payments should go through the Village for the regular season.
 - 12. RB addressed how off season will go directly through the contractors like they will for the other programs.
 - 13. JL2 stated that the Village should be able to interview all new staff with their credentials, background check,

employment documentation papers, CPR and first aid, and all documents as per the contract in a timely manner.

14. JL2 stated that the contractor agreed to have all coaches USSF "C" license level
15. GN asked if this is required of all vendors
16. Staff stated that this is a Parks & Recreation policy
17. RM stated these items were in the contract
18. JL2 stated that hiring a girl's soccer coordinator was a goal. This person would be the face of the girl's program and help recruit girls to increase participation.
19. JL2 stated that girls are leaving the program to participate elsewhere and this could help address this issue
20. JL2 stated a goal was to incorporate volunteers into the program.
21. The Board discussed if this was a KBAC Board/Volunteer position or something from within AC Milan.

5. The Board agreed to merge the agenda items of AC Milan proposal and AC Milan budget:
 - a. Eddie Marls (EM) addressed the Board:
 - i. EM stated that he agreed with the recommendations and that they look to improve in those areas moving forward.
 - ii. EM stated the girls were a priority going forward and that uniforms, cost and communications have also been a topic.
 - iii. EM stated that AC Milan did manage a communication platform and they encouraged communication between the coaches and the parents.
 - iv. He stated his desire to get moving forward quickly if a decision is made soon.
 - v. RM asked if the coaches were available to the parents and ML stated that was the case as well as the technical director and the manager. RB discussed that going from a \$100,000 to \$10,000 was a big step.
 - b. Proposed Budget:
 - i. EM stated how previous years had a subsidy of around \$100,000.
 - ii. He stated that the costs were reduced in this budget, but over time that additional cost reductions could be made.
 - iii. EM stated that the records and bank statements are available for review.

- iv. EM stated that as seasons go by the fees can be reduced.
- v. EM stated that the proposed budget presented is the best that they are available to do this years
- vi. RM asked why the estimated registration was 280 and 330 players.
- vii. EM stated that that was a pessimistic estimate if the economy was to reduce registration.
- viii. EM stated that all of the funds generated go back into the program, and the had a loss this year
- ix. EM stated that they were aggressively looking for sponsorships.
 - x. GW had questions regarding the budget.
 - xi. RB discussed the previous budget deficits.
 - xii. ML asked if the moneys provided previously were for soccer.
- xiii. Staff stated the it effectively went to soccer but the funds were managed by KBAC.
- xiv. RB GW stated that the budgets provided by KBAC showed that these funds were going to soccer.
- xv. Staff addressed the additional funds being included in this budget proposal.
- xvi. Staff stated that the 18,315 was for all of the FYSA and referee fees.
- xvii. Staff addressed how many of the issues that had happened in the past with canceled games and forfeits did not happen this year and as a result the Village's reputation in the league was improved.
- xviii. RM stated that the \$18,315 was fees all for the traveling program and as a result the intramural fees are still subsidizing traveling program.
- xix. GW stated that with the shortened season that this reduced fee really does not result in a per month reduced cost for the intramural program.
- xx. EM stated that they could not commit to a lower fee at this time, and they did not shorten the season, that was done by the YAAB.
- xxi. ML stated that numbers dropped due to cost and that based on the economy, and that unless the costs drop in will reduce the participation numbers.
- xxii. ML stated that fees were changed during the course of the season.
- xxiii. EM stated that the cost of the regular season was not changed.
- xxiv. GW asked between the off season and the regular season and that the answer was not satisfactory.

- xxv. The Board discussed the off season and in-season costs and fees.
- xxvi. The board addressed the \$380 intramural fee
- xxvii. The 50 per month was for the 3 & 4 year old program as per AC Milan.
- xxviii. GW inquired about the staffing costs for \$17,000 for wages and other staff and the \$32,000.
- xxix. EM stated addressed these costs by saying this are staff that work for the program and the \$32,000 was for Maria the manager just for Key Biscayne.
- xxx. ML asked about the other marketing, events and others costs.
- xxxi. EM stated those were for promotional items, flyers, brochures, newspaper ads, advertising, SMS platform and others.
- xxxii. GN asked about the 3 sessions at an hour per session.
- xxxiii. RB stated he looked at those numbers and it comes out to about \$9 per session.
- xxxiv. GN stated that is a good bench mark for expense, and how does this compare to other activities.
- xxxv. ML stated that this is understood, but not subsidize by tax dollars. She stated her objection is due to the tax dollar subsidy.
- xxxvi. RM asked if AC Milan could do the program with just the traveling program.
- xxxvii. EM stated that this was not possible.
- xxxviii. RB stated that splitting the program may have negative effects on the program.
- xxxix. Staff stated there were issues in the past when the program was split.
 - xl. GW asked about the qualified volunteer coaches identified in the survey.
 - xli. EM stated that they are in the process of contacting those individuals.
 - xl. EM stated that they had started a parent coaches' clinic that was only attended by five people.
 - xl. ML stated she did not see the clinics advertised.
 - xl. The Board stated it was in the Islander.
 - xl. RM asked if staff was expecting a recommendation.
 - xl. Staff stated it needed to be at this or the next meeting.
 - xl. The Board discussed what is needed to make a decision.
 - xl. The Board discussed the uniform issue, and that they were ordered a year in advance.

- xlix. Staff stated that they may ask that this be removed from the contract in the future to accomplish saving.
 - i. GN asked if the registration exceeds the proposed would there be some form of savings available.
 - li. RB stated there should be a credit or some form of savings.
 - lii. The Board discussed lowering the intramural costs.
 - liii. The board discussed another special meeting to address this.
 - liv. The Board agreed to schedule a meeting for Monday.
 - lv. The Board discussed what was being provided to the participants as uniforms.
 - lvi. Staff discussed the cost versus quality issue and that people in the league and the referees stated that the program was improved this year and that the next year's results will indicate the success of this years' program.
 - lvii. ML stated that this may be due to the program hitting rock bottom before this year.
 - lviii. Staff stated that if the program is not good it may not matter what the cost of the program is.
 - lix. The Board restated that the costs remains an issue to increase enrollment.
 - lx. RM stated that he is concerned that the intramural is lower than the traveling program.
 - lxi. ML stated that 595 was a good deal for traveling and the Board agreed that this is a good value.
 - lxii. The Board discussed the different costs between the intramural and traveling program and how the difference is not represented in the fee difference.
 - lxiii. The Board discussed being competitive with the travel costs and reducing the intramural costs.

6. Public Comments:

- a. Mark Godward addressed the Board:
 - i. Stated his support for the AC Milan program.
 - ii. He agreed the costs need to be addressed, but was worried that the Village subsidy may not be approved.
 - iii. He discussed the intramural from 9-14 ages, and if a wide age range with a lower cost may make it feasible.
- b. RB discussed the scholarship incentive beyond the contractual amount and what could be put in the contract to address this.
- c. The Board discussed the Village subsidy and the impact on the program if it is not approved by the Village
- d. Sergio Allemia (?) addressed the Board:

- i. He is the father of an 11 year participant of all sports and what a privilege it is to have AC Milan providing the program.
 - ii. He stated that the Board is focusing too much on cost and that it was a very successful season due to AC Milan.
 - e. Stephanie Lambert (?) addressed the Board:
 - i. She stated that her son was with the U-10 team.
 - ii. She commended AC Milan and they had an outstanding season
 - iii. She asked about multi-sibling discount of 10%
 - iv. She said as a single parent, but she is willing to pay because the program is worth the cost.
 - v. She was a team parent and stated the communication with AC Milan and Maria was excellent.
 - vi. She stated that it would be sad to lose this program due to cost.
 - f. Jackie Kellogg addressed the Board:
 - i. Stated her passion for soccer.
 - ii. She stated that the intramural fees do concern her.
 - iii. The tackle football and baseball intramural sport fees are \$185 to \$250 are a good benchmark.
 - iv. The mission of parks and recreation and the board is recreational program.
 - v. Cost was a factor for her and she has three children and that she heard from others who stated that this is why they did not participate as well.
- 7. Staff agreed to notify the board if there was a quorum for the 8th.
- 8. RM adjourned the meeting at approximately 8:20 p.m.